

Q: How would you rate the following Westchester Town Center BID activities?

| | 1 | 2 | 3 | 4 | 5 | Bad for Business | No ANS |
|---|-------------------|---------|---------|---|-----------|------------------|--------|
| | Good for Business | | | | No Affect | | |
| Clean Streets | 108/ 98.2% | 1 | 0 | 0 | 1 | 0 | 110 |
| Clean sidewalks | 105/ 95.5% | 3 | 1 | 0 | 1 | 0 | 110 |
| Well maintained landscaping | 104/ 94.6% | 2 | 0 | 0 | 1 | 3 | 110 |
| Attractive & inviting landscaping | 99/ 90% | 6 | 1 | 0 | 1 | 3 | 110 |
| Decorative trash receptacles | 78/ 70.9% | 17/.22% | 11/.1% | 0 | 1 | 3 | 110 |
| Street pole banners | 72/ 65.5% | 23/.21% | 11/.1% | 0 | 1 | 3 | 110 |
| Halloween Town Fair Event | 69/ 63.3% | 10/.09% | 24/.22% | 1 | 3 | 3 | 110 |
| Website | 65/ 59.1% | 9 | 27/.25% | 0 | 1 | 8 | 110 |
| Ambassador Program (roaming assistance) | 100/ 91.1% | 4 | 2 | 0 | 1 | 3 | 110 |

Westchester Town Center
Patron Snapshot
SUMMARY

January 2011

Q: What are the 3 most important things that should be done to improve business in the Westchester Town Center Area?

| | Total Responses | |
|-----------------|-----------------|---------------|
| Parking | 33 | 24.2% |
| Security | 26 | 19.1% |
| Advertising | 22 | 16.2% |
| Clean & Green | 13 | 9.6% |
| More Restaurant | 6 | 4.4% |
| Less Homeless | 19 | 14.0% |
| Misc. Responses | 17 | 12.5% |
| | 136 | 100.0% |

Q: If you had a "discount card" for shopping in the Westchester Town Center area how likely would you be to use it?

| | | |
|------------------|------------|---------------|
| Extremely Likely | 51 | 46.4% |
| Likely | 42 | 38.2% |
| Somewhat Likely | 13 | 11.8% |
| Unlikely | 2 | 1.8% |
| Very Unlikely | 2 | 1.8% |
| | 110 | 100.0% |

Q: Do you believe that the creation of a program that provides incentives for shopping in the Westchester Town Center district by families with students in local schools will improve business?

| | | |
|-----------|------------|---------------|
| Yes | 72 | 65.5% |
| No | 1 | 0.9% |
| Maybe | 35 | 31.8% |
| No Answer | 2 | 1.8% |
| | 110 | 100.0% |

Do you believe that the creation of a "cooperative advertising program" for shopping in the Westchester Town Center district would help YOUR business?

| | | |
|-------|------------|---------------|
| Yes | 66 | 60.0% |
| No | 8 | 7.3% |
| Maybe | 36 | 32.7% |
| | 110 | 100.0% |